

GUIDE DE MARQUE

Version du 18 mai 2022

**TERROIR
ET SAVEURS
DU QUÉBEC**

ASSOCIATION DE L'AGROTOURISME ET
DU TOURISME GOURMAND DU QUÉBEC



LOGOS

**TERROIR
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LOGOS (PROTECTION)



TYPOGRAPHIES

TYPOGRAPHIE PRINCIPALE – PAR COMMERCIAL TYPE

**ORIGINAL SANS
FOUR**

**AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890!@#\$%?&***

TYPOGRAPHIE SECONDAIRE – PAR GOOGLE FONT

WORK SANS MEDIUM

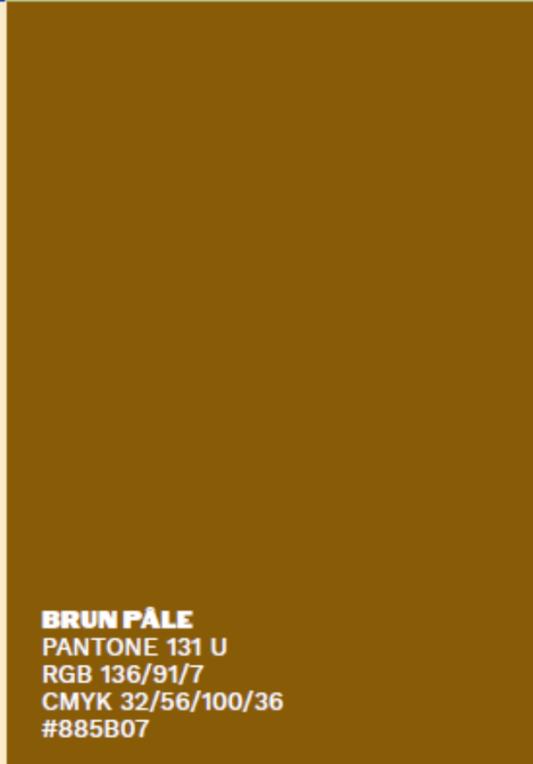
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TYPOGRAPHIE TERTIARE – PAR PANGRAM PANGRAM

Migra Medium Italic

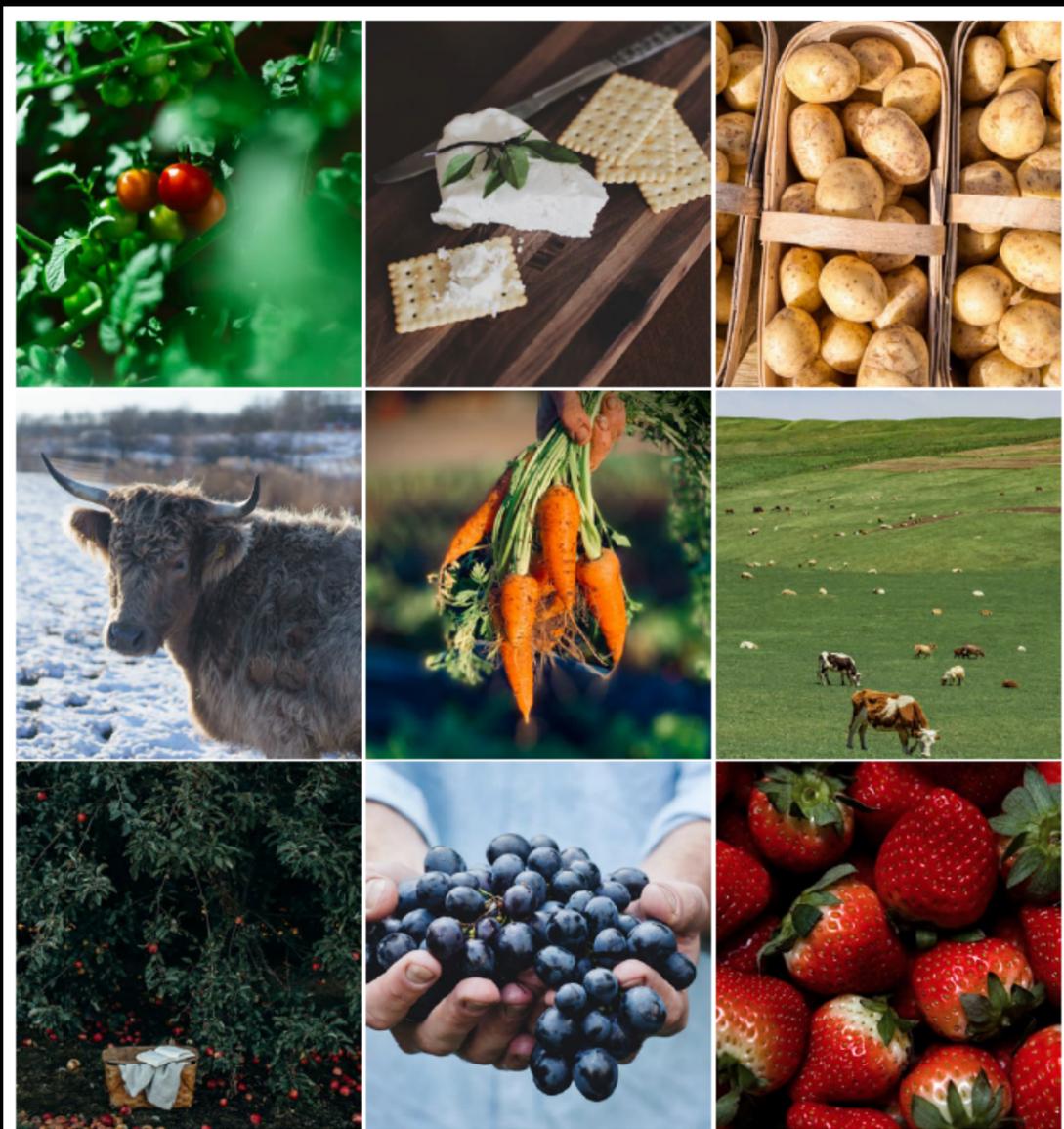
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COULEURS

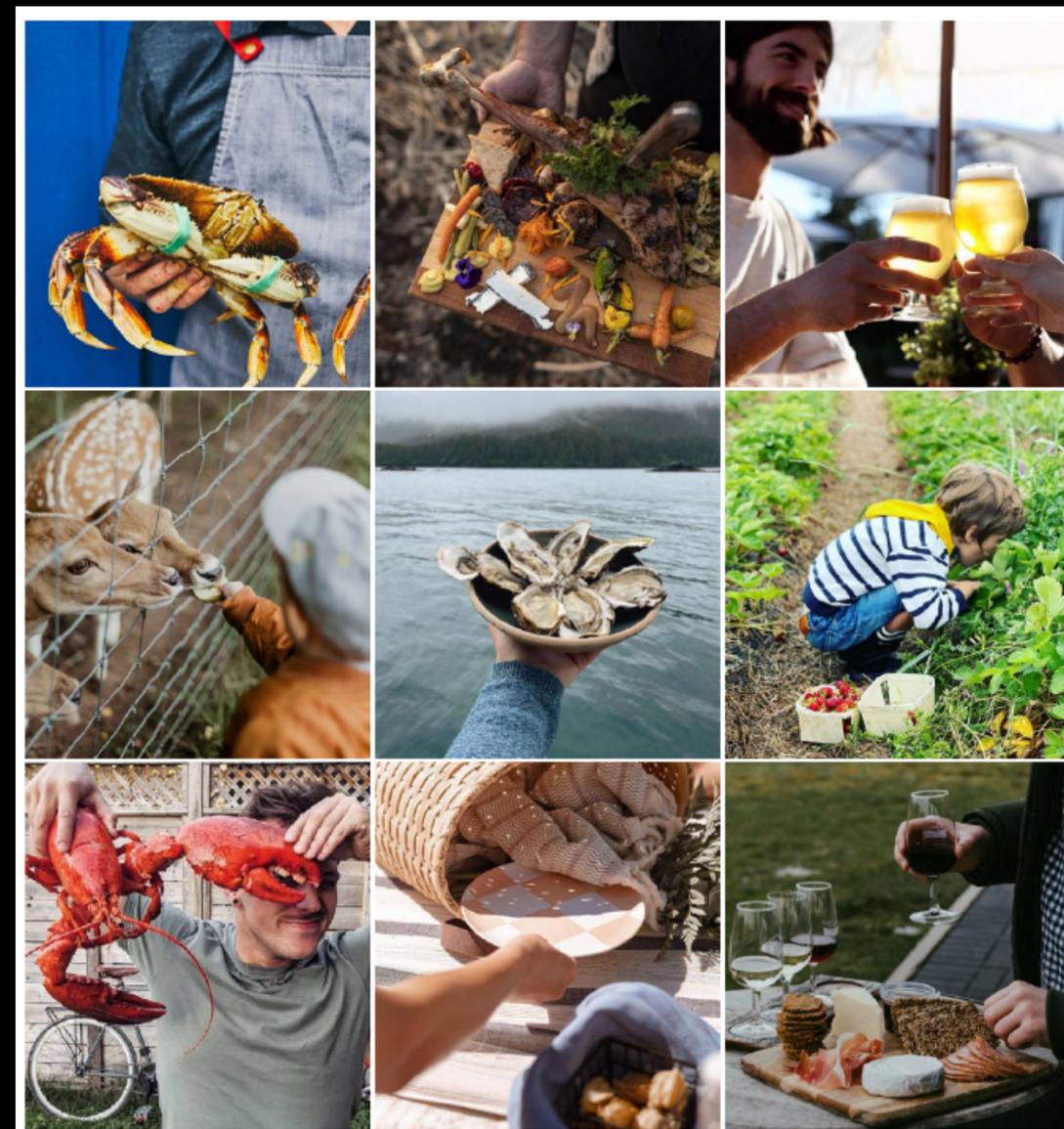
 <p>BLEU ROYAL PANTONE 293 U RGB 0/62/179 CMYK 96/76/0/0 #003EB3</p>	 <p>VERT PÂLE PANTONE 2274 U RGB 186/205/148 CMYK 33/8/51/0 #BACD94</p>	 <p>VERT FONCÉ PANTONE 627 U RGB 7/51/35 CMYK 91/50/80/67 #073323</p>	 <p>BLANC RGB 255/255/255 CMYK 0/0/0/0 #FFFFFF</p>
 <p>BEIGE PANTONE 7506 U RGB 251/235/205 CMYK 2/8/24/0 #FBEB CD</p>	 <p>BRUN PÂLE PANTONE 131 U RGB 136/91/7 CMYK 32/56/100/36 #885B07</p>	 <p>ORANGE PANTONE 151 U RGB 236/96/15 CMYK 0/73/100/0 #EC5F0F</p>	 <p>NOIR RGB 0/0/0 CMYK 0/0/0/100 #000000</p>

IMAGERIE

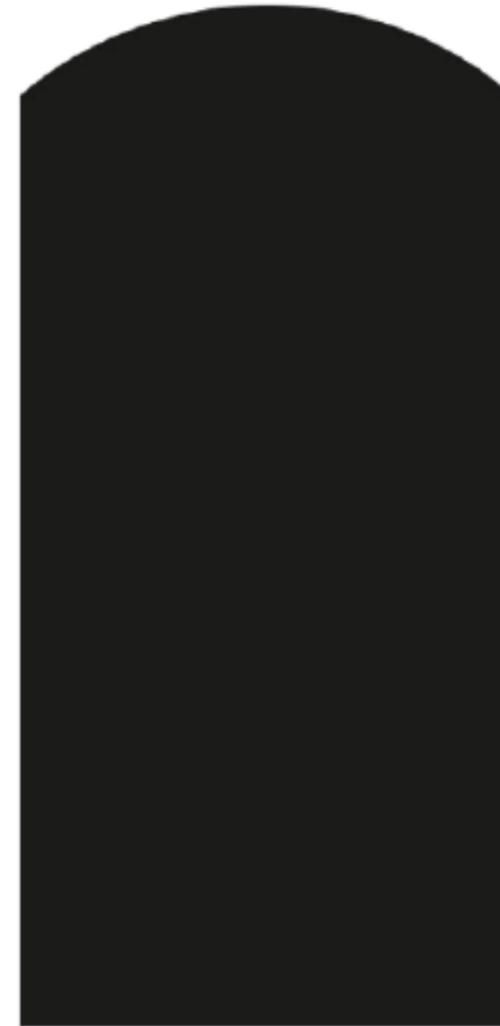
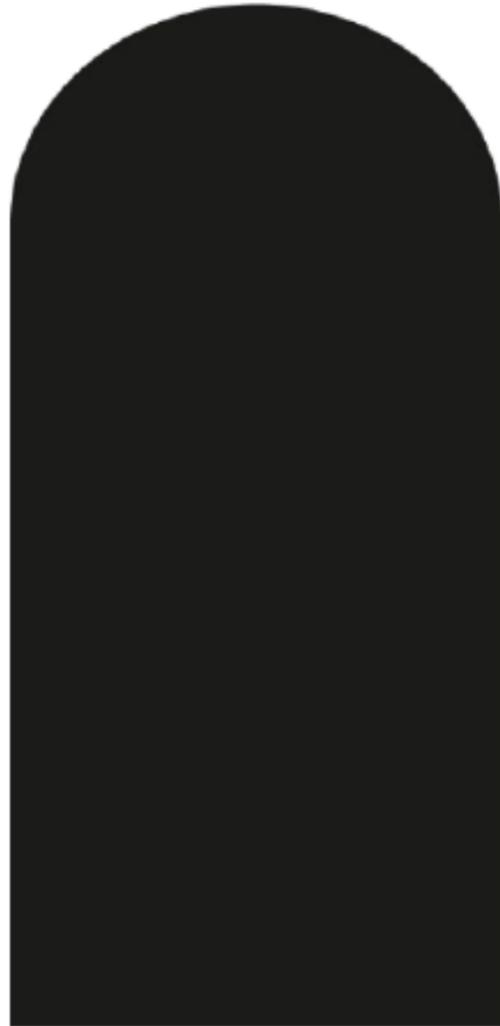
Produits



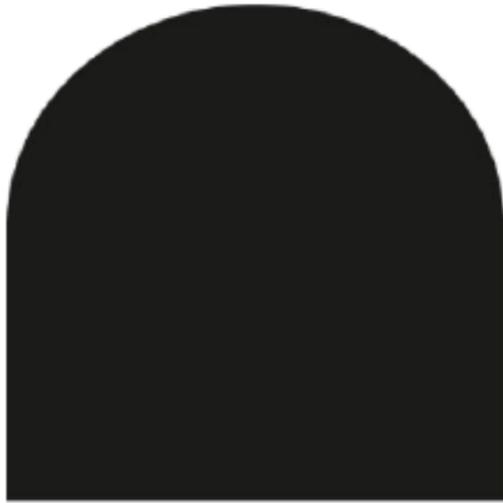
Expériences



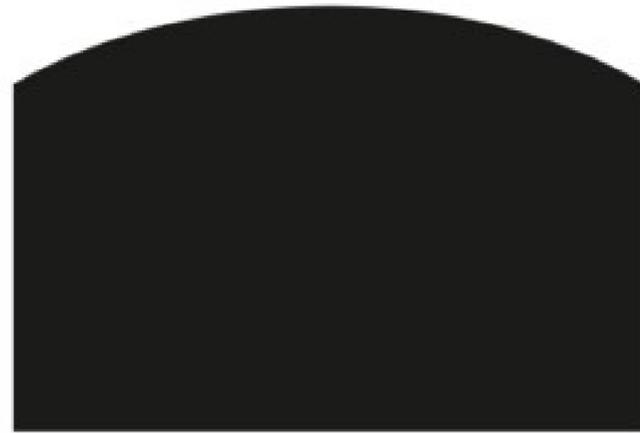
3 FORMES



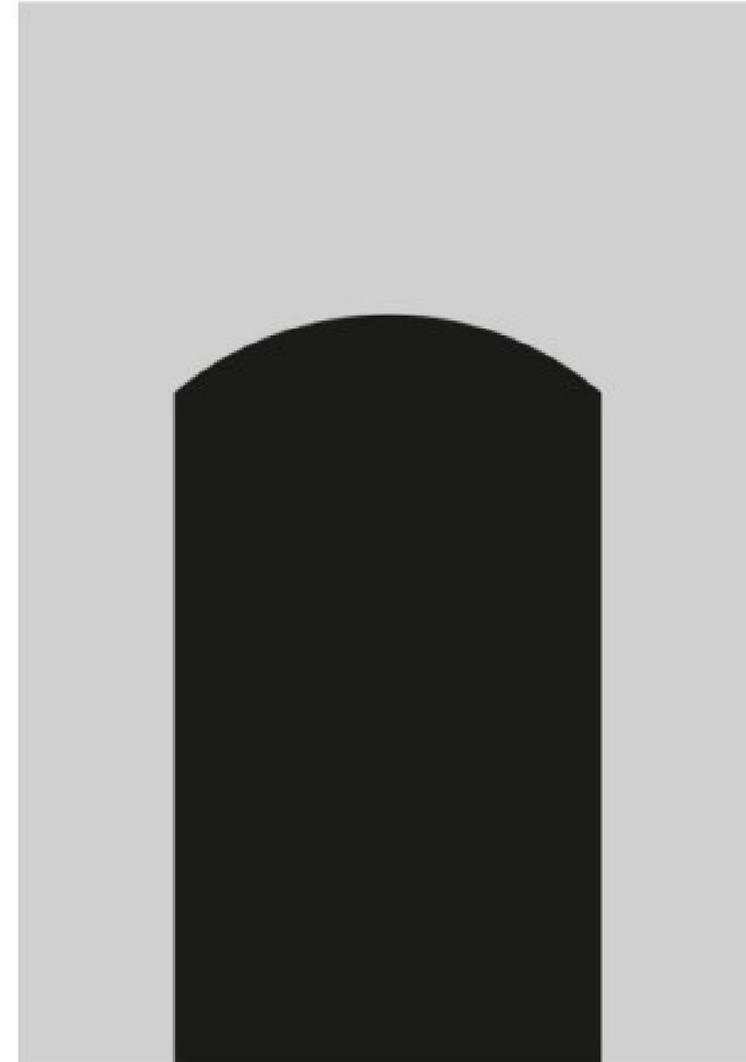
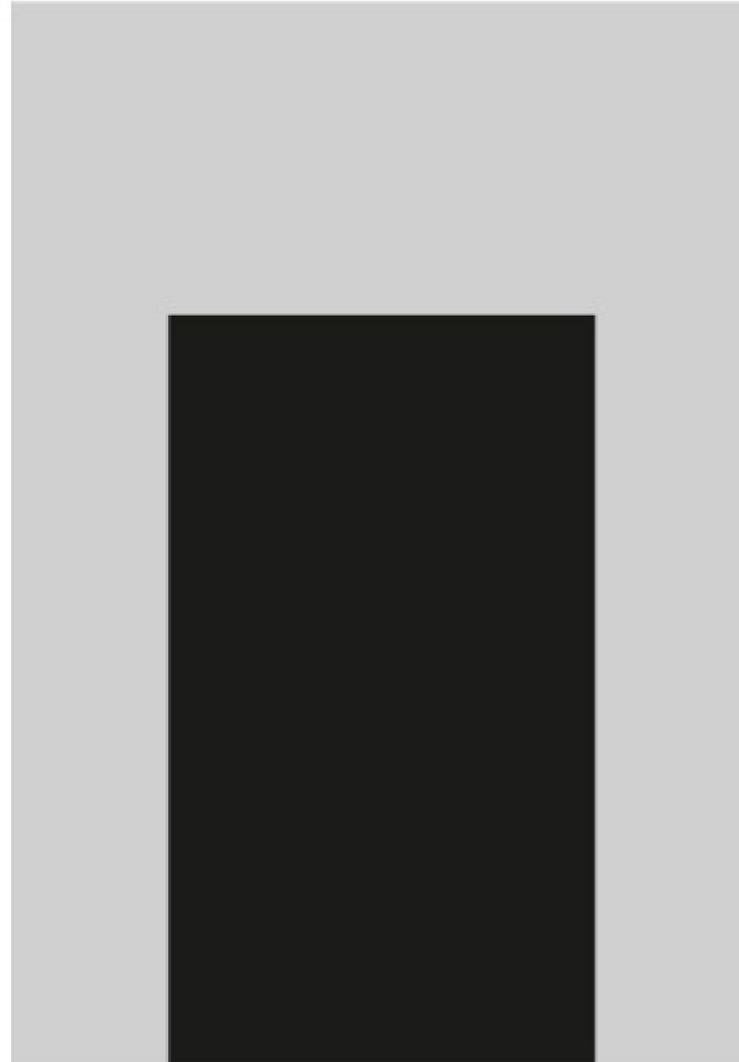
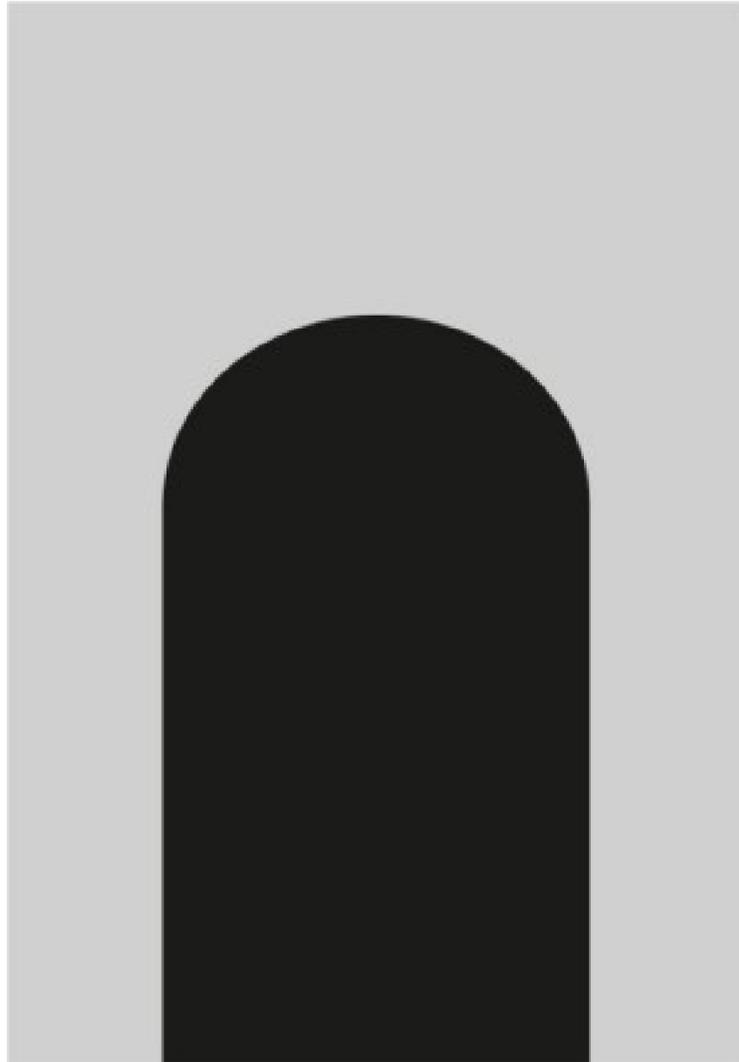
FORMES (DÉCLINAISON)



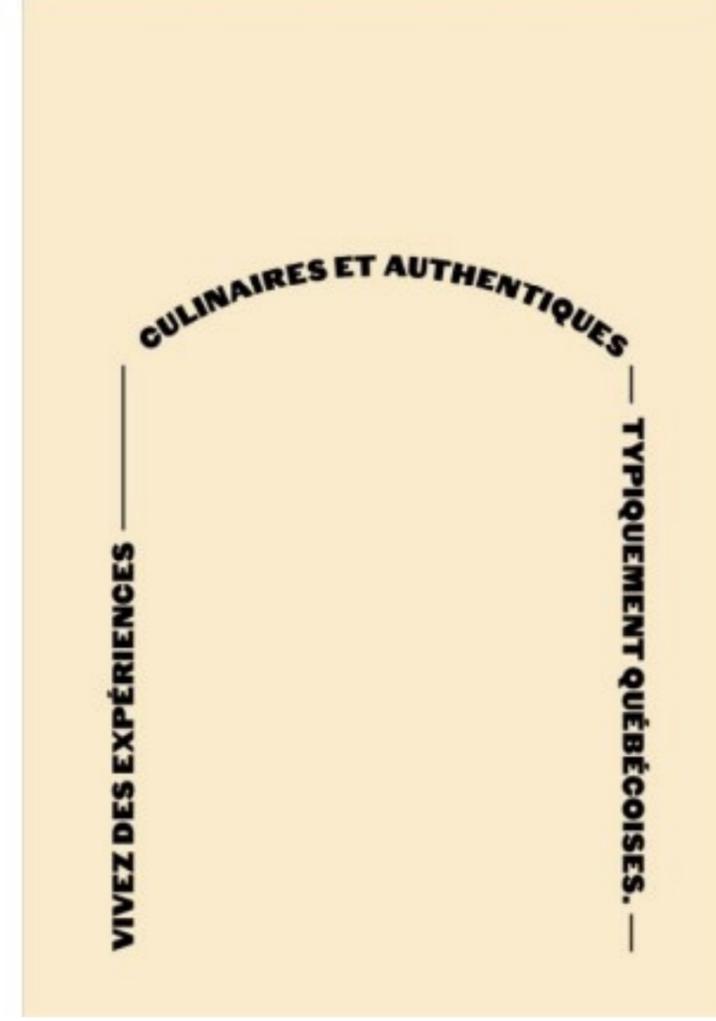
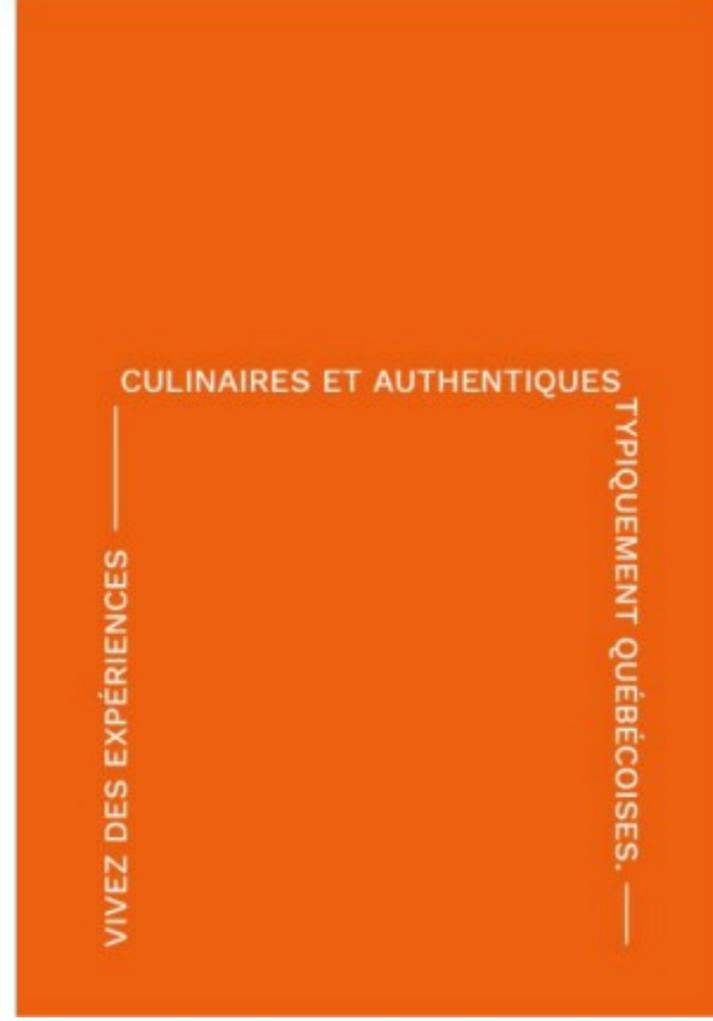
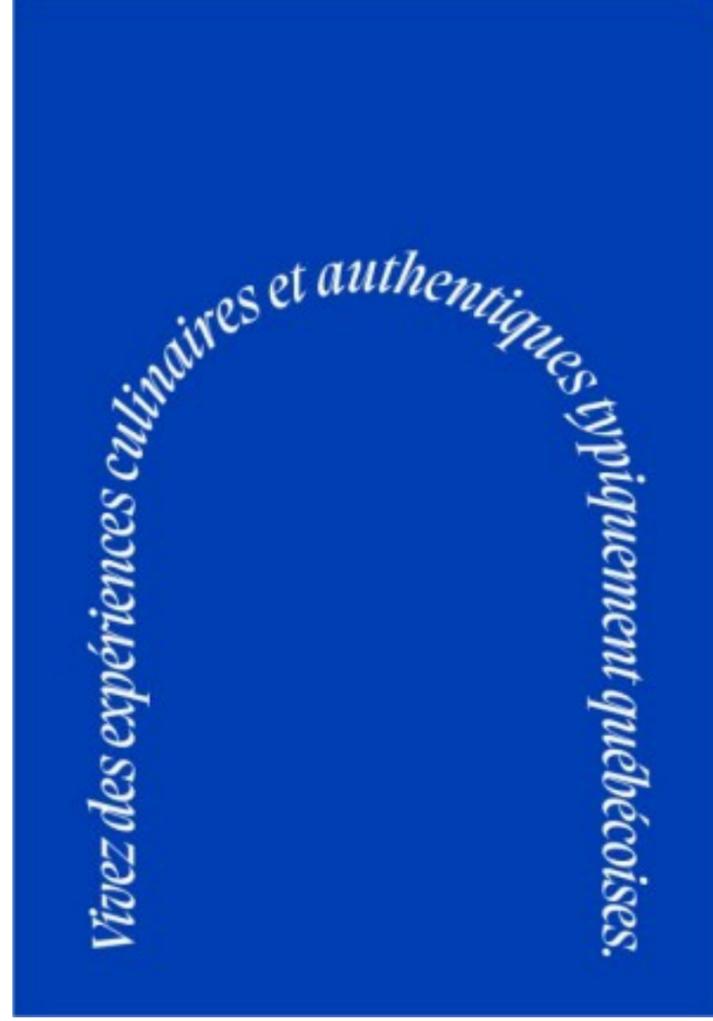
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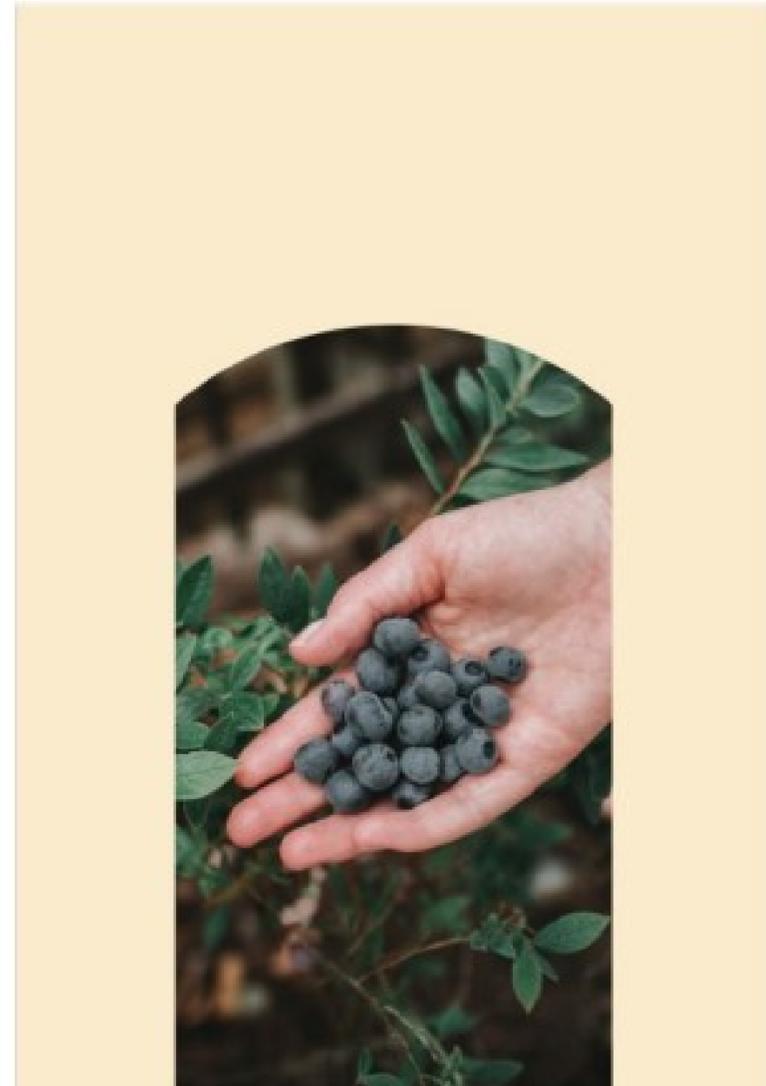
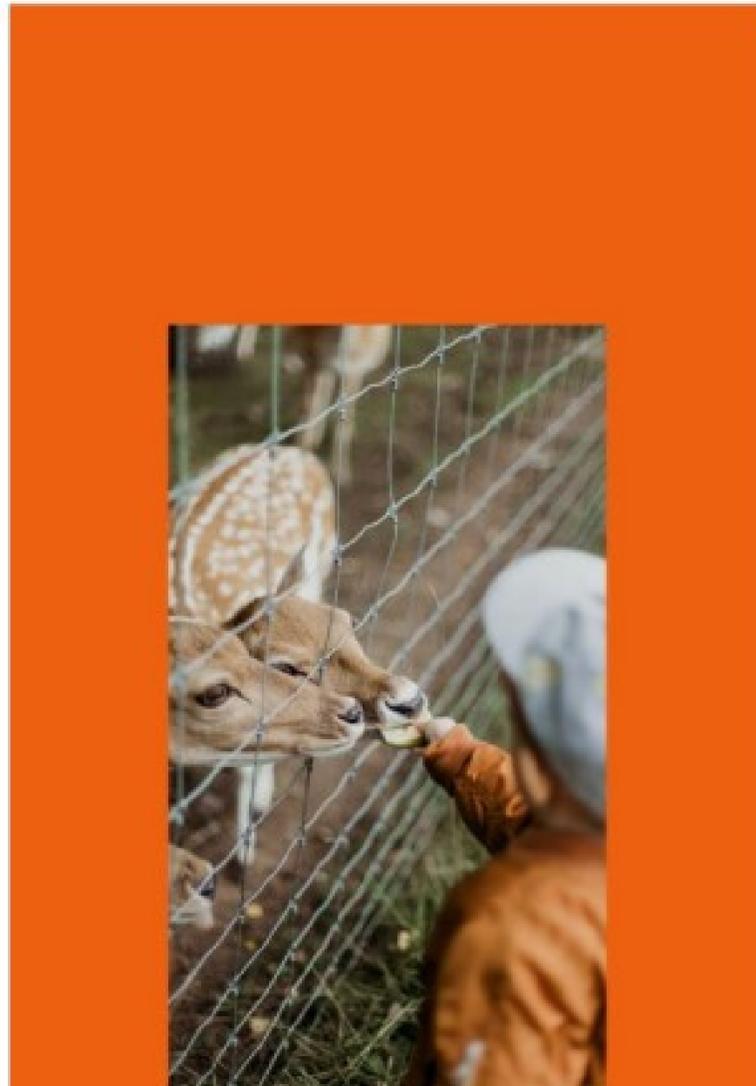
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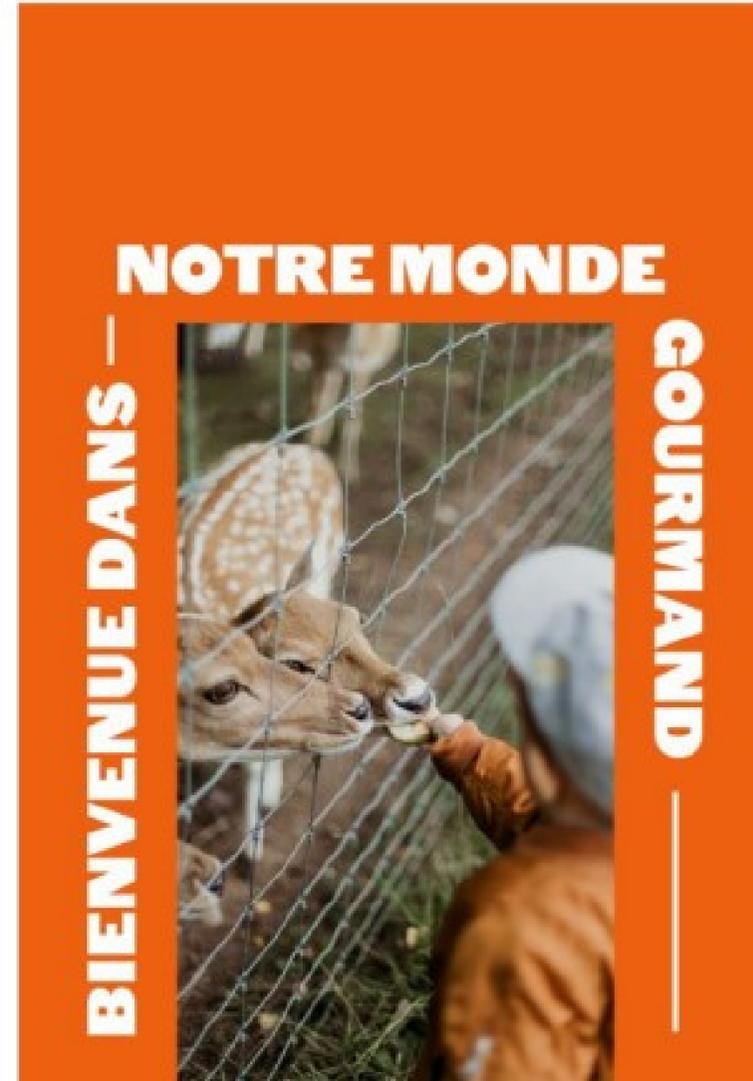
APPLICATIONS



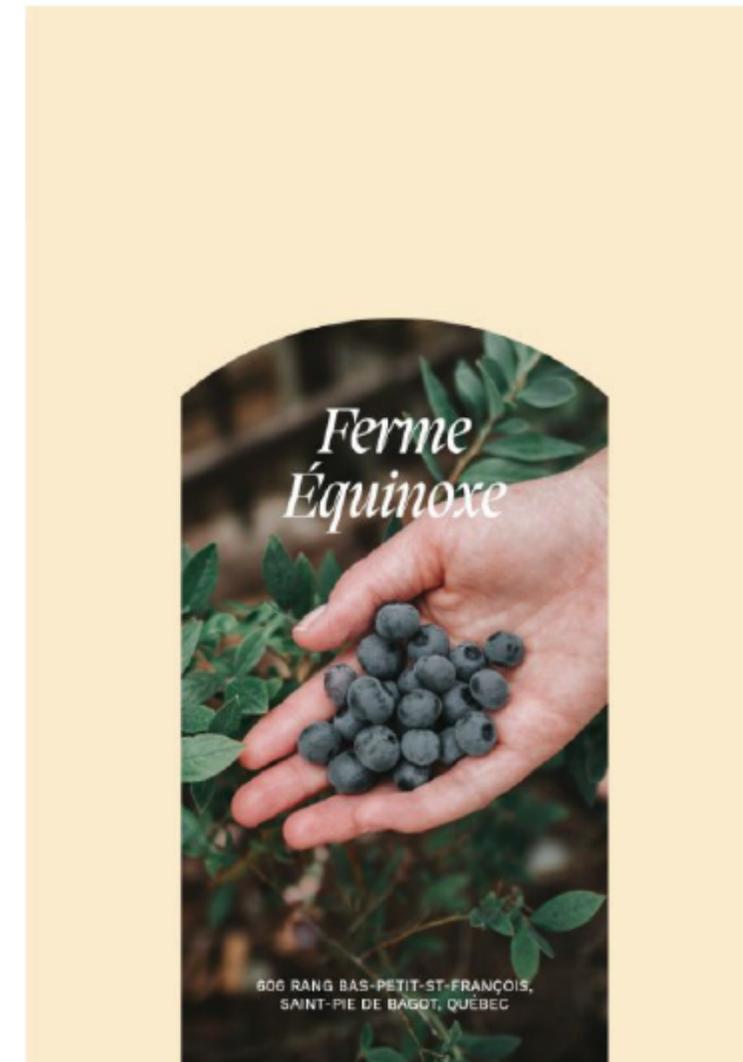
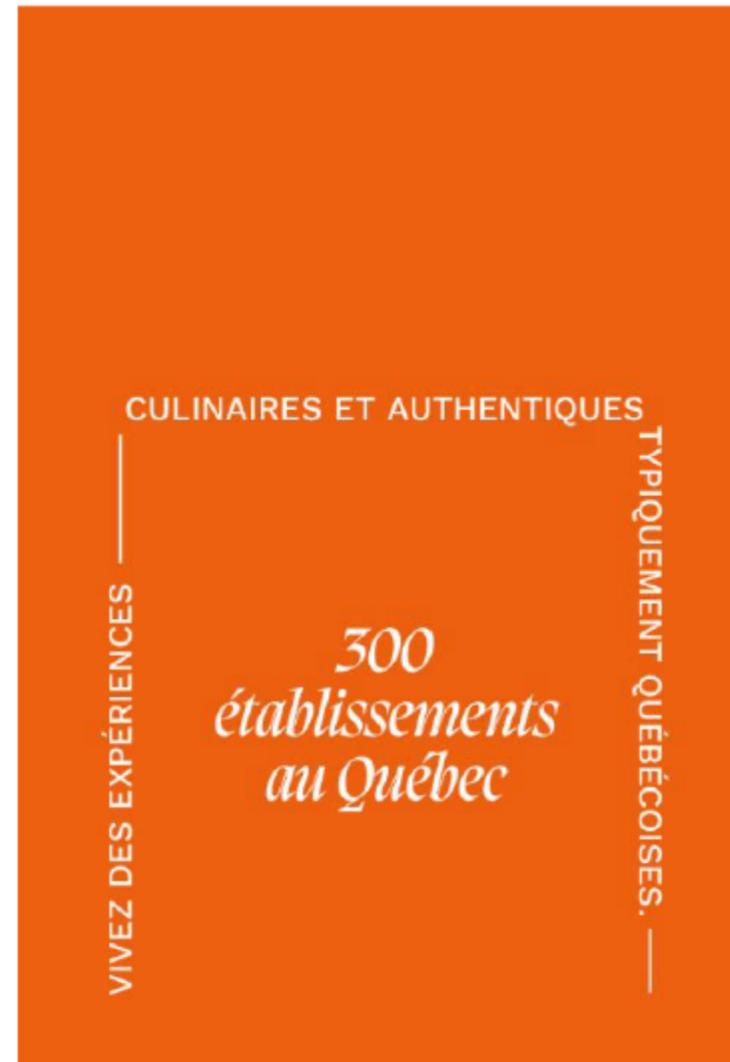
APPLICATIONS



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